FOR REFERENCE
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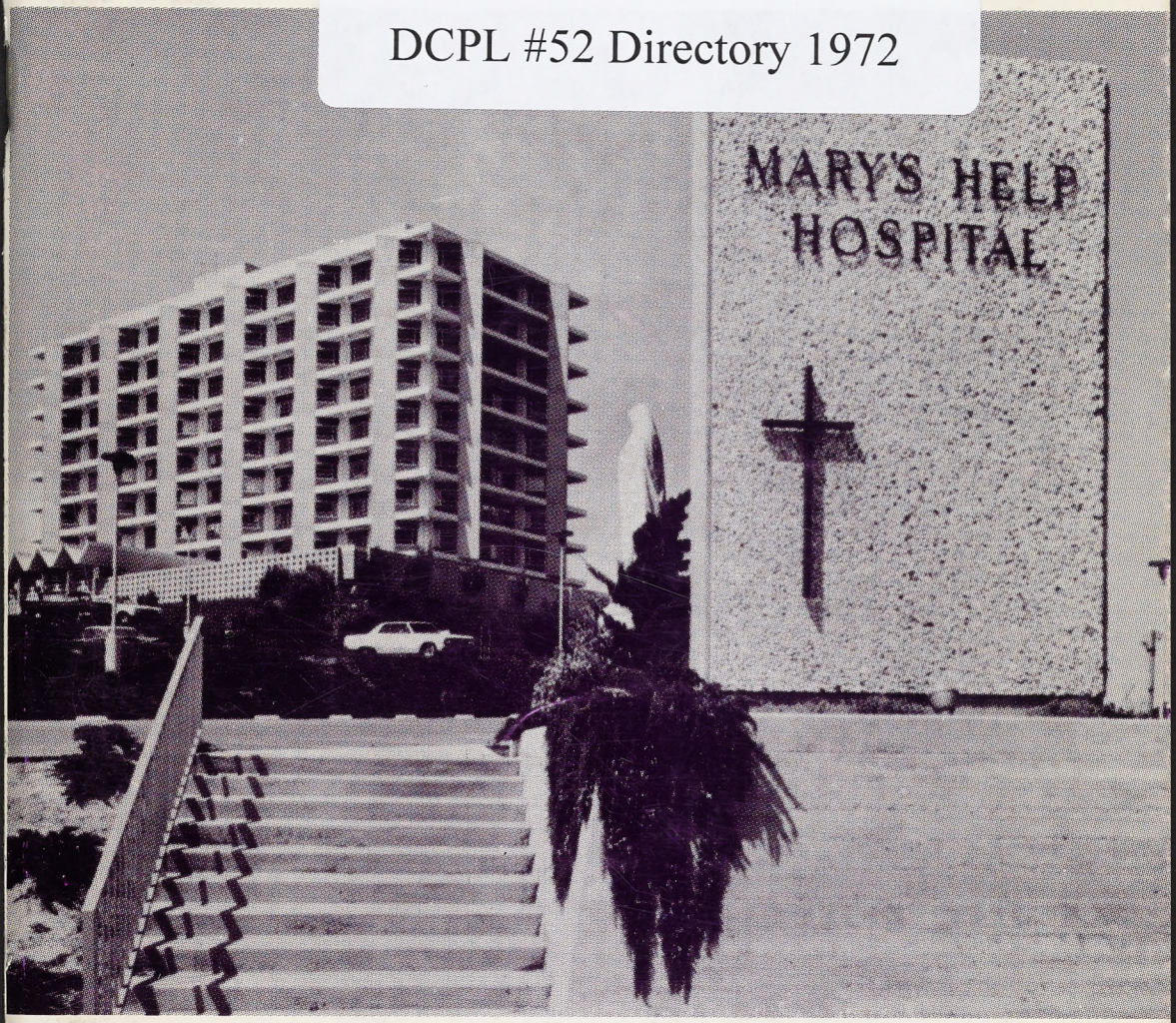
THE DALY CITY COLMA

DCPL #52 Directory 1972



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PEACE OF MIND SINCE 1889

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AMERICA'S LARGEST
NOW...
$4 BILLION STRONG

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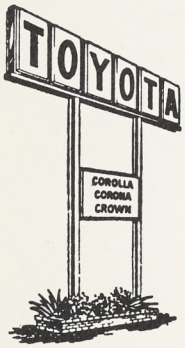
756-4804

HX 2371

DALY CITY TOYOTA MOTORS 755-5500



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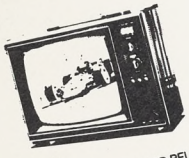

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DALY C

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FIRE DEPARTMENT (Business) 992-1144
POLICE DEPARTMENT (Emergency) 992-1225
POLICE DEPARTMENT (Business) 992-4503
PRIVATE DETECTIVE AGENCY (Detective Service Bureau) . . . 756-2077
MENTAL HEALTH—No. County Ctr. 45 Southgate—Ext. 271 . . 873-1800
JUNIPERO SERRA MEDICAL CENTER 992-1400

OTHER PERTINENT PHONE NUMBERS

CITY HALL 992-4500
CHAMBER OF COMMERCE 755-8526
CITY DIRECTORY SERVICE 756-3823
WATER DEPARTMENT 992-4500
DALY CITY SCAVENGER CO. INC. 756-1130
COLMA TOWN HALL 755-6141
LIBRARY Bayshore Branch, 129 Acacia St. 467-5477
Mission Branch, 6351 Mission St. 992-3032
Westlake Branch, 275 Southgate Ave. 992-2414
DEPARTMENT OF MOTOR VEHICLES 1500 Sullivan Ave.. . . . 755-9195
P.G. & E., 11 Southgate Ave. 756-5605
PACIFIC TELEPHONE—Bus. Office 421-9000
PUBLIC HEALTH 873-1800
VISITING NURSES ASSOCIATION 873-1800
POST OFFICES (Main Post Office) 1100 Sullivan 756-2303
6025 Mission 334-7884
199 Southgate 756-1842
7373 Mission 755-1868
BETTER BUSINESS BUREAU 347-1251
OUR LADY OF GUADALUPE HEALTH CENTER 755-9016
LEGAL AID SOCIETY—6836 Mission 994-1065
NORTH SAN MATEO COUNTY SANITATION DISTRICT 755-6557

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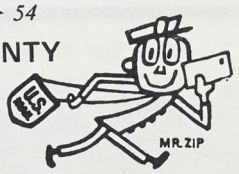

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East of Junipero Serra Blvd. 94014
SOUTH SAN FRANCISCO ZIP CODE NUMBER 94080
BRISBANE ZIP CODE NUMBER 94005
SAN BRUNO ZIP CODE NUMBER 94066
MILLBRAE ZIP CODE NUMBER 94030
PACIFICA ZIP CODE NUMBER 94044

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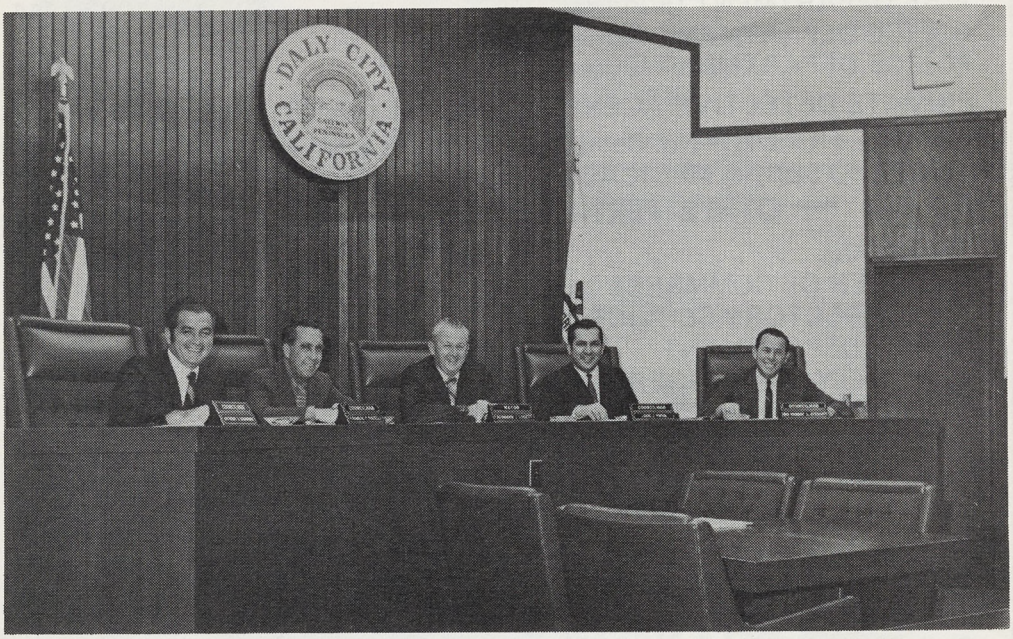
DALY CITY
CITY OFFICIALS



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DAVID R. ROWE
City Manager

ANNA OHLENDORF
City Clerk

ANTHONY J. ZIDICH
City Treasurer

ALBERT E. POLONSKY
City Attorney

PETER J. MARKOVICH, Manager

GREATER DALY CITY
CHAMBER OF COMMERCE

GENERAL MEETINGS HELD ON THIRD THURSDAY OF EACH MONTH EXCEPTING MONTHS OF JULY & AUGUST

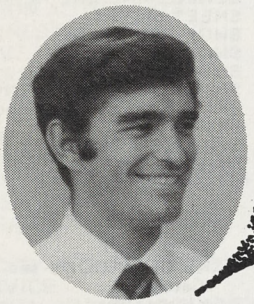
6454 MISSION ST., DALY CITY, CA

755–8526

City Directory Service
THE STAFF

SERVING YOU SINCE 1960

RAMONA BIRKE
Managing Director



MICHAEL J. STODDARD
District Coordinator

JUDY STODDARD
Assistant Coordinator

TO THE RESIDENTS OF DALY CITY AND COLMA:

We know that you will find our latest edition of the Daly City - Colma City Directory most useful. We have listed most businesses in our city, plus a brand new greatly enlarged accurate street map, located at the center of this directory. Also listed are Schools, Churches, and the Professions.

The future of this directory depends on you, the residents of South San Francisco by supporting those who have made it possible – The Advertisers. They would appreciate your telling them that you learned about their business from the DALY-COLMA CITY DIRECTORY.

We invite your comments and suggestions on the new directory.

City Directory Service, P.O. Box 3191, Daly City, Ca. 94015

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B.D.R. TRADE CLUB, INC.
Suite 300
436 O'Farrell Street
San Francisco, Ca. 94102
(415) 928-7338

ANNOUNCING THE BAY AREA'S NEW CASHLESS CREDIT CLUB.

AS A MEMBER OF B.D.R. TRADE CLUB, YOU WILL BE ENTITLED TO CHARGE GOODS AND SERVICES FROM OTHER MEMBERS AT THE PREVAILING RATES WITHOUT A CASH OUTLAY. UPON BEING ACCEPTED, A MEMBER AGREES TO SELL THEIR GOODS AND/OR SERVICES FOR TRADE CREDITS TO OTHER MEMBERS OF THE CLUB AT A FAIR MARKET PRICE WITH A 40% PROFIT MARGIN; HE IS THEN MAKING HIS PURCHASES AT A SAVINGS EQUAL TO THAT MARGIN.

For further information, please write or telephone **B.D.R. TRADE CLUB, INC.**

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City Directory Service

(415) 756–3823

P.O. Box 3191, Daly City, Ca. 94015

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HEFFNER'S TYPEWRITER SERVICE
1830 A Palmetto Av.
Pacifica 355-5253

- *AMBULANCE SERVICE*

KING AMBULANCE CO.
7613 Mission St. 992-7500

MERCY AMBULANCE
140 Reiner St.
992-1644 756-7455

- *ANSWERING SERVICE*

ARTSON ANSWERING SERV.
1991 Junipero Serra 756-8090

- *APARTMENTS*

COUNTRY CLUB APARTMENTS
331 Park Plaza Dr. 755-8133

ST. FRANCIS APARTMENTS
455 Eastmoor Av. 992-2339

CHESTER MANOR
637 Sylvan, Colma 992-2339

- *APPAREL* -seeDRESS SHOPS & MATERNITY
- *APPLIANCES* -see also VACUUMS

APPLIANCE ENGINEERS
6819 Mission St. 756-1300

BART APPLIANCE SERVICE
6189 Mission St. 585-4413

PENINSULA T.V. SERVICE
6630 Mission St. 756-5300

THE PLACE THAT SELLS SEWING MACHINES
6277 Mission St. 755-0605

WESTLAKE VACUUM SERVICE
32 Park Plaza Dr. 755-9141

- *ATTORNEYS* -see index pg.4

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Many Units Include Wall-To-Wall Carpeting and Drapes

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Parts and Accessories
at Low Prices
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FORD

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Dealer

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FORD
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1156 Hillside Bl. 756-4476

B & P AUTO BODY, INC.
7232 Mission St. 756-1334

DALY CITY TOYOTA
6399 Mission St. 755-5500

FRED'S AUTO BODY
7323 Mission St. 756-2538

GARRETT AUTO BODY
7733 Mission St. 756-1500

HARRIS BROS.
6050 Mission St. 992-0200

HUGHES & SONS AUTO BODY
7338A Mission St. 756-4676

INTERNATIONAL CAR SERVICE
6465 Mission St. 755-4808

MEYER MOTORS BODY SHOP
5975 Mission St. 334-0119

O'CONNOR SERVICE CENTER
7252 Mission St. 756-4800

PIONEER AUTO BODY
525 Sylvan, Colma 756-3939

REGAL AUTO BODY SHOP
201 School St. 756-3273

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6888 Mission St. 755-3828

BLISS MOTOR SALES
6565 Mission St. 756-0400

CHARLIE PRICE'S USED CARS
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DALY CITY TOYOTA
6399 Mission St. 755-5500

GAMACHE AUTO SALES
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JERRY'S CAR SERVICE
7469 Mission St. 756-1757

MARK RICHARD'S USED CARS
6854 Mission St. 756-0066

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MISSION MOTORS
7276 Mission St. 992-5120

NORRIS, ED VOLKSWAGEN
6918 Mission St. 756-0202

SERRAMONTE FORD
999 Serramonte Bl. 755-7007

WESTLAKE PONTIAC-G M C
7400 Mission St. 755-7077

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Domestic & Foreign
Brake Reline
Motor Tune-Up

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755-5556

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BAP/GEON

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For All IMPORTED CARS

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If no answer call 755-3524

L & M AUTO PARTS
7046 Mission St. 755-5151

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(See our ad under MUFFLER SERVICE)
1971 Junipero Serra 992-0222

FIAT

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755-6500

DALY CITY TOYOTA MOTORS
755-5500

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COMPLETE SERVICE & PARTS DEPT.

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See our FEATURE AD Inside Front Cover

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AUTHORIZED BUICK & OPEL DEALER

ADAMS BUICK, INC.

Leasing
Service—Parts
Body Repairs

SALES—OPEN NIGHTS & SUN.
6888 Mission St.
755-3828

USED CARS
6899 Mission St.
755-0300

DALY CITY CHRYSLER PLYMOUTH

6100 MISSION STREET
Sales & Service

NEW & USED

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* PLYMOUTH
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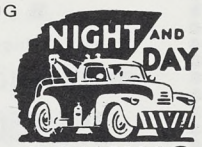

Henri's Transmission Shop

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1711 OLD MISSION RD.
So. San Francisco

DALY CITY MAPS

- Enlarged Section Maps
- Very Latest - Up to Date
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To Order Use Coupon Page 55

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Catholic Cemeteries 756-2060

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For All Faiths
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ODD FELLOWS CEMETERY
El Camino Rd. 755-7622

SEE VALUABLE COUPON PAGE 55

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2 Westlake Mall 992-0550

LASS AND LADDIE SHOP
37 Westlake Mall 755-1117

- *CHIROPRACTIC DOCTORS - see index page 4*
- *CHURCHES - see index page 4*

- *CLEANERS*

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DALY CITY CLEANERS
6287 Mission St. 755-5261

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We Can Serve 50 to 5,000
CREAM PIES · HOT ROLLS
COLE SLAW · POTATO SALAD

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SUDDEN SERVICE
No Need To Call Ahead

See Page 55 for our VALUABLE COUPON

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CALL AHEAD · Your Order Will Be Ready On Arrival

PLANTATION GOLDEN FRIED CHICKEN PREPARED IN LARGE QUANTITIES MAKES A DELIGHTFUL LOW COST MEAL FOR **BANQUETS, PARTIES, PICNICS**

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SEE PAGE 55 FOR VALUABLE COUPON

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9 pm

INTERIOR DECORATING
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GIFTS and ACCESSORIES
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7171 MISSION, DALY CITY

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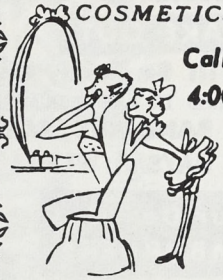
BEAUTY COUNSELOR
COSMETICS



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COSMETICS 359-1402

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San Francisco 928-7338

NATIONAL EXECUTIVE TRADE CLUB
San Francisco 441-0234

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RUDOLPH INTERIORS
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86 Serramonte Ctr. 994-2244

ST' FRANCIS DELICATESSEN
7 St. Francis Sq. 756-5474

TONY'S FINE FOODS
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WESTLAKE DELICATESSEN
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• DENTISTS - see index pg. 4

• DEPARTMENT STORES

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J C PENNEY CO.
70 Westlake Ct. 756-3000

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Serramonte 992-9770

ROOS ATKINS
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Serramonte 994-1000

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235 Southgate Av. 755-3535
40 Serramonte Ct. 994-1414

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VERN'S COFFEE SHOP
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SEE PAGE 55
FOR VALUABLE COUPONS

Hunt's Donuts

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235 Southgate Ave.
755-3535

40 Serramonte Center
994-1414

Open Daily 7:00 am to 9:30 pm
Except Sun. 7:00 am to 6:30 pm

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Stan Jones, Owner

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SEE OUR FEATURE AD ON PAGE 31

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(OFF JUNIPERO SERRA)

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SERRAMONTE
"Your Fashion Store"
FREE DELUXE GIFT WRAP.
5 Serramonte Center 994–0330

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• DOORS

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CITY OVERHEAD DOORS
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14 No. Mall Serramonte 994-0660

MODE O'DAY
123 Serramonte Ctr. 994-1780

SUE SCOTT
41 Westlake Mall 755-1158

THE FASHION
65 Westlake Mall 756-6604

SEE PAGE 55 FOR VALUABLE CLIP-OUT COUPONS

• DRUG STORES

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2388 Junipero Serra 755-5633

LEE'S PHARMACY
Free Delivery Service
6395 Mission St. 755-0610

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SKYLINE PLAZA PHARMACY
200 Skyline Plaza 992-5333

ST. FRANCIS HEIGHTS PHARMACY
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• DRY CLEANERS - see CLEANERS

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SINGER SEWING MACH. CO.
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• FAMILY COUNSELING-

See Index pg. 4

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Sewing Classes in Lingerie and Knits
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Shopping Center
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COTTAGE FLORIST & NURSERY
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Junipero Serra Bl. & B. 755-3131

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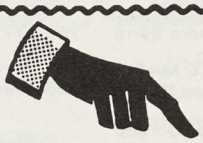
39 Wellington Av. 756-1135



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BARGIONI, FRED,
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1859 Junipero Serra Bl. 755-7885

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AREA CODE MAP

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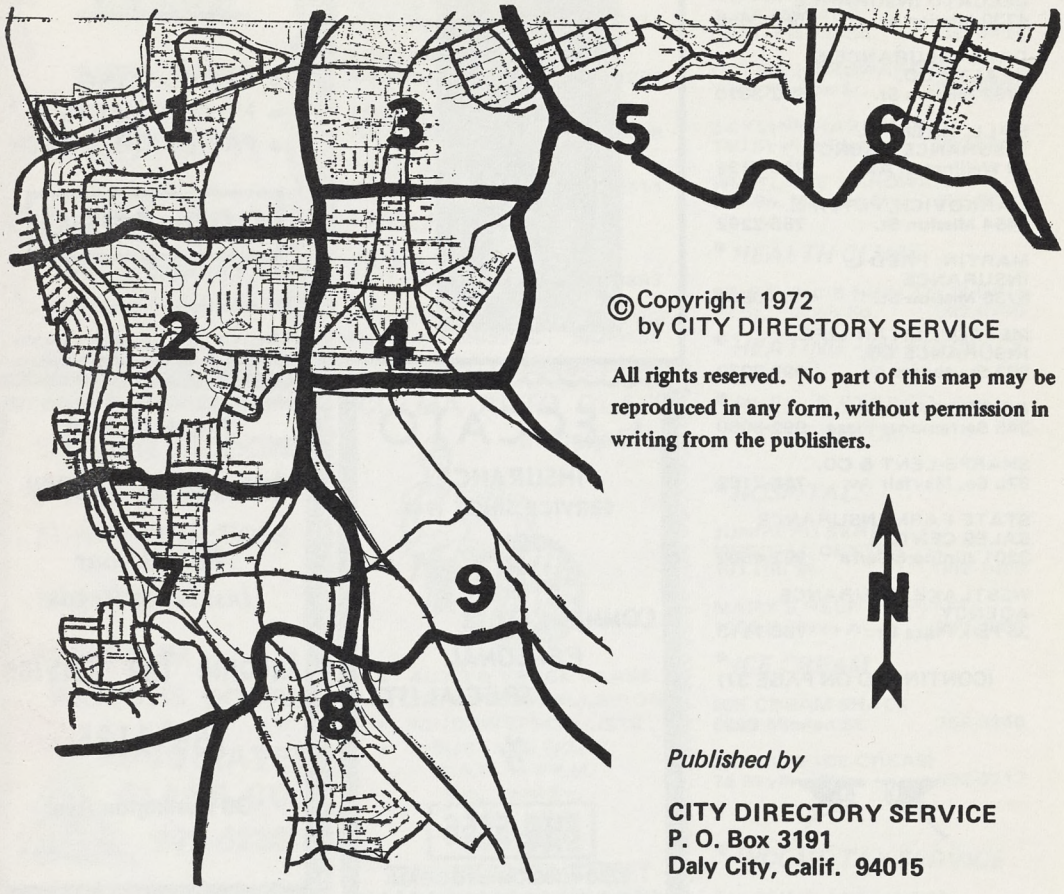

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NUMBERS ON ABOVE CODE MAP INDICATE MAP NUMBER FOR EACH AREA • TURN TO CORRESPONDING NUMBERED MAP FOR ENLARGEMENT OF EACH SECTION

EXTRA MAPS AVAILABLE

See coupon, last page of this Directory

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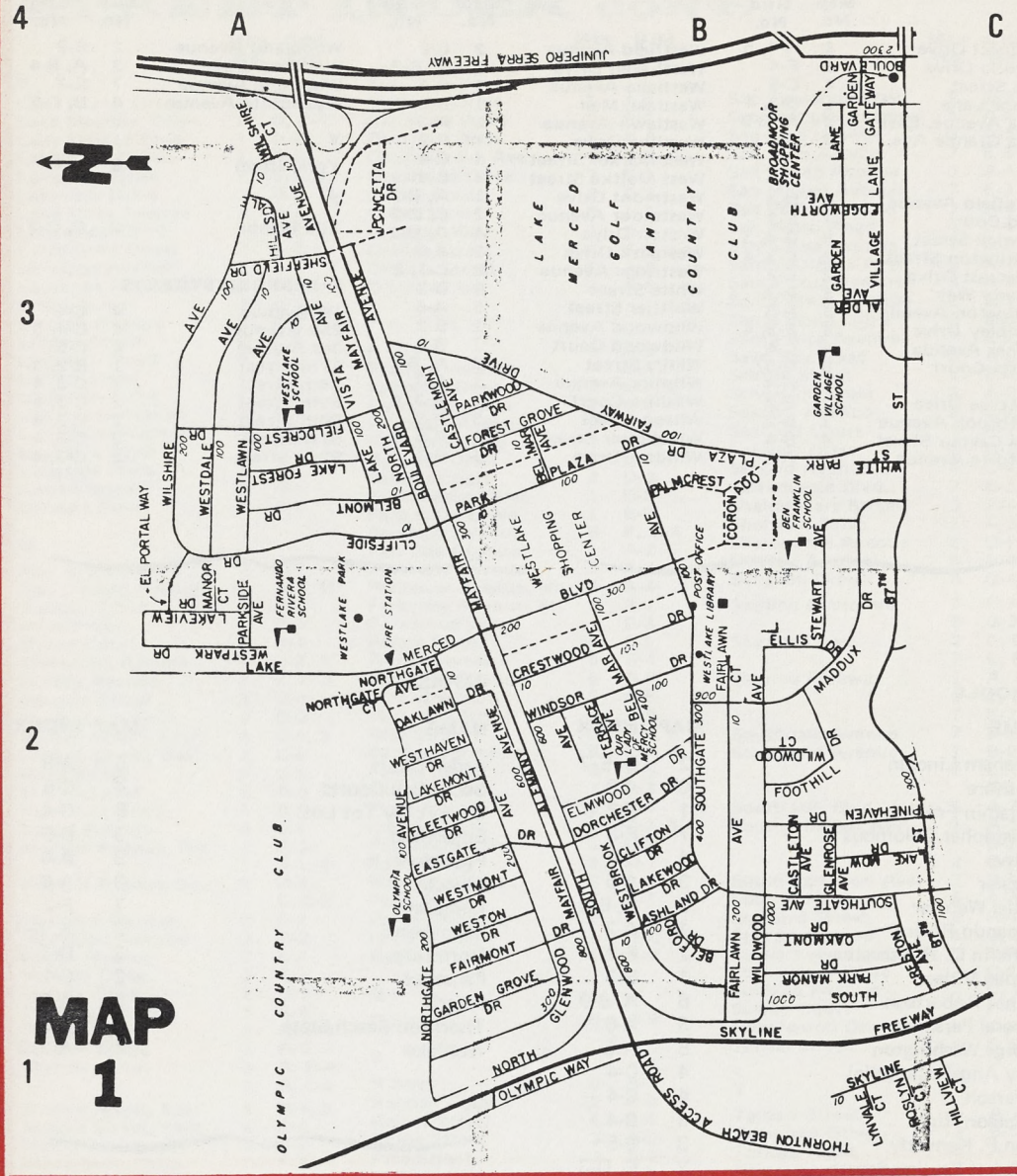
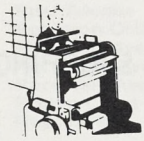


COOPER'S



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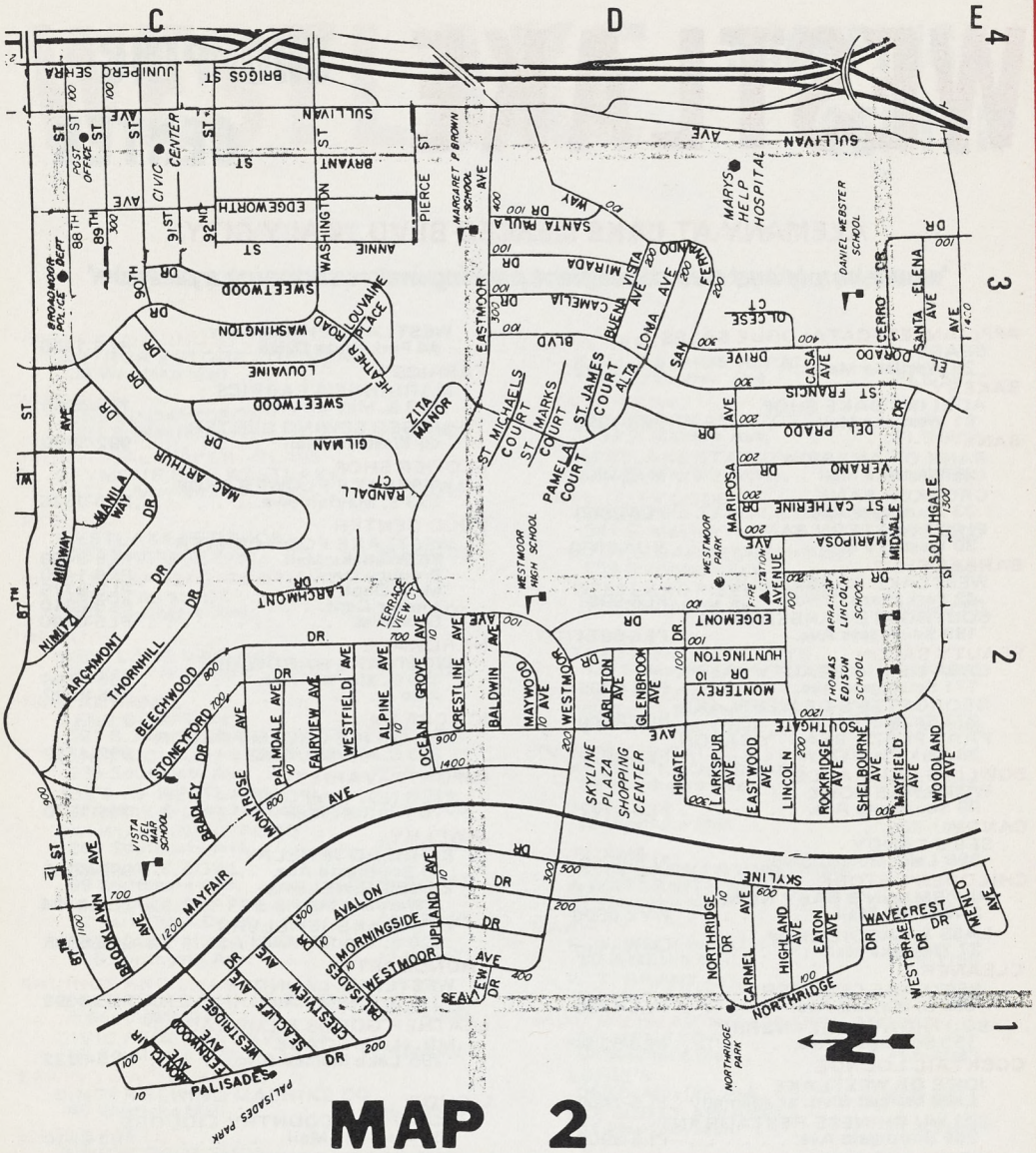
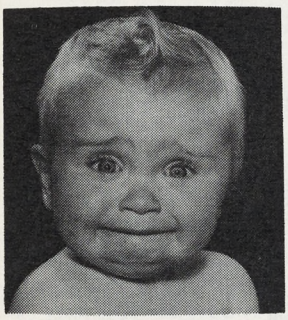


MAP 2



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BAKERY
ADELINE BAKE SHOP
81 Westlake Mall PL6-1330

BANK
BANK OF AMERICA
25 Westlake Mall MA2-4541
CROCKER BANK
33 Southgate Ave. PL6-3800
FIRST WESTERN BANK
30 Westlake Mall YU1-5050

BARBER SHOP
WESTLAKE BARBER SHOP
42 Park Plaza Drive PL5-9961
SOUTHGATE BARBER SHOP
189 Southgate Ave. PL6-9974

BEAUTY SALON
CASA DE RIO BEAUTY SALON
171 Southgate Ave. PL5-8335
GEORGETTE'S OF WESTLAKE
371 So. Mayfair Ave. PL5-8350
PARK PLAZA BEAUTY SALON
38 Park Plaza Drive PL5-8972

BOWLING (BILLIARDS)
WESTLAKE BOWL
99 Southgate Ave. PL6-5777

CANDY
SEE'S CANDY
399 Lake Merced Blvd. PL5-5060

CHILDREN'S STORE
HERRMANN'S BABY NEWS
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LASS & LADDIE SHOP
37 Westlake Mall PL5-1117

CLEANER
WESTLAKE CLEANERS
330 S. Mayfair Ave. PL5-1700
SOUTHGATE CLEANERS
183 Southgate Ave. PL6-5244

COCKTAIL LOUNGE
JOE'S OF WESTLAKE
Lake Merced Blvd. at Alemany PL5-7400
SAI WU CHINESE RESTAURANT
209 Southgate Ave; PL6-8900
WESTLAKE BOWL
99 Southgate Ave. PL6-5777
WESTLAKE LOUNGE
307 S. Mayfair Ave. PL5-4809

COSMETICS WIGS—MERLE NORMAN
GEORGETTE'S BOUTIQUE
130 Westlake Arcade 755-8350

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WESTLAKE DELICATESSEN
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DEPARTMENT STORE
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70 Westlake Mall PL6-3000

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WALGREEN'S DRUGS
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WESTLAKE PHARMACY
44 Park Plaza Drive PL6-1100

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MARIANNE'S FABRICS
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SINGER SEWING CENTER
45 Westlake Mall 992-3890

FLOWER SHOP
WESTLAKE FLOWER SHOP
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FOOD CENTER
WESTLAKE FOOD CENTER
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Produce Dept. PL6-1400
Meat Dept. PL5-8775
Liquor Dept. PL5-8510
Groceries PL5-0400

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WESTLAKE JEWELERS
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WESTLAKE LAUNDRY
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TOWN AND COUNTRY LIQUORS
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WESTLAKE LIQUORS
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209 Southgate Ave. PL6-8900
WESTLAKE BOWL
99 Southgate Ave. PL6-5777
WESTLAKE COFFEE SHOP
52 Park Plaza Drive 992-5110
WESTLAKE PIZZA SHOPPE
175 Southgate Ave. PL6-0660

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AMERICAN SAVINGS & LOAN
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JUNIOR BOOT SHOP
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68 Westlake Mall PL6-9910
SHOELAND
21 Westlake Mall 756-0663

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KING NORMAN'S TOYS
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WESTLAKE STATIONERS
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JOHNSON'S TAMALE GROTTO
341 S. Mayfair Ave. 755-1900
SAI WU GARDENS (Chinese)
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WESTLAKE PIZZA SHOPPE
175 Southgate Ave. PL6-0660

TOY STORE
KING NORMAN'S TOYS
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WESTLAKE PANORAMA TRAVEL
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15 Westlake Mall 992-1992

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FERN WARNER UNIFORMS
& MATERNITY SHOP
7 Westlake Mall 756-4119

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60 Westlake Mall PL6-3750
W. T. GRANT CO.
20 Westlake Mall PL6-3660

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LORIE'S
365 S. Mayfair Ave. PL5-3472
SUE SCOTT APPAREL
41 Westlake Mall PL5-1158
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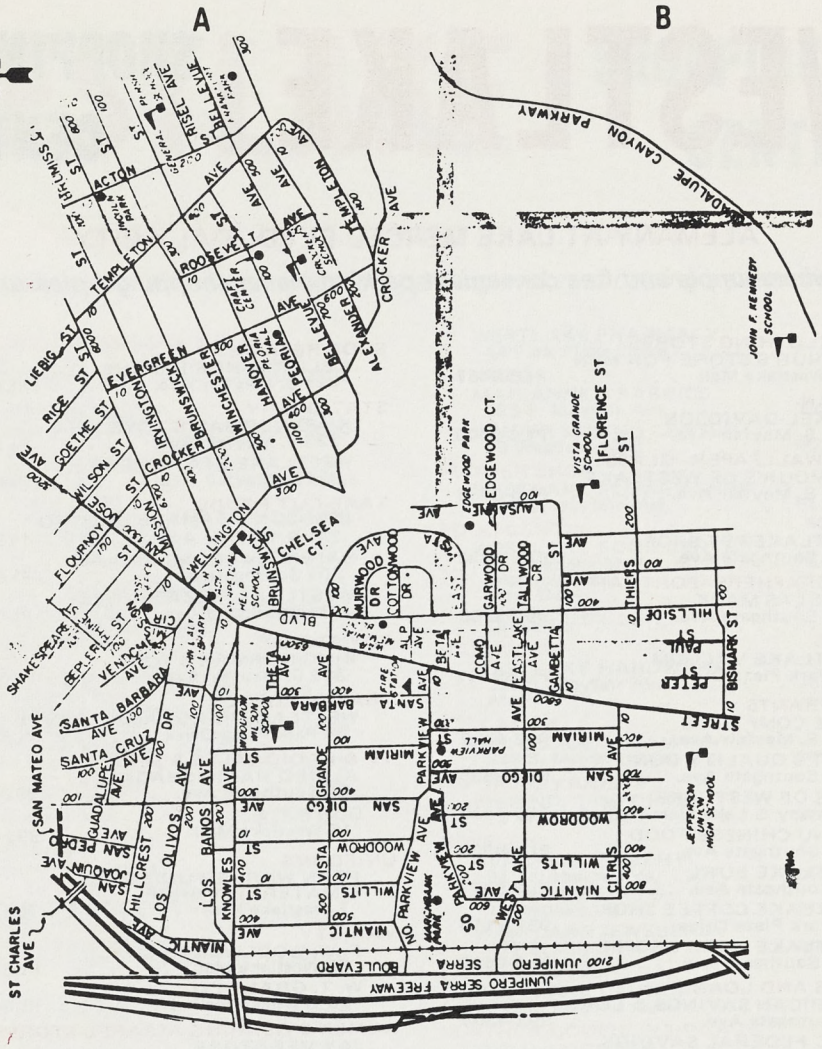

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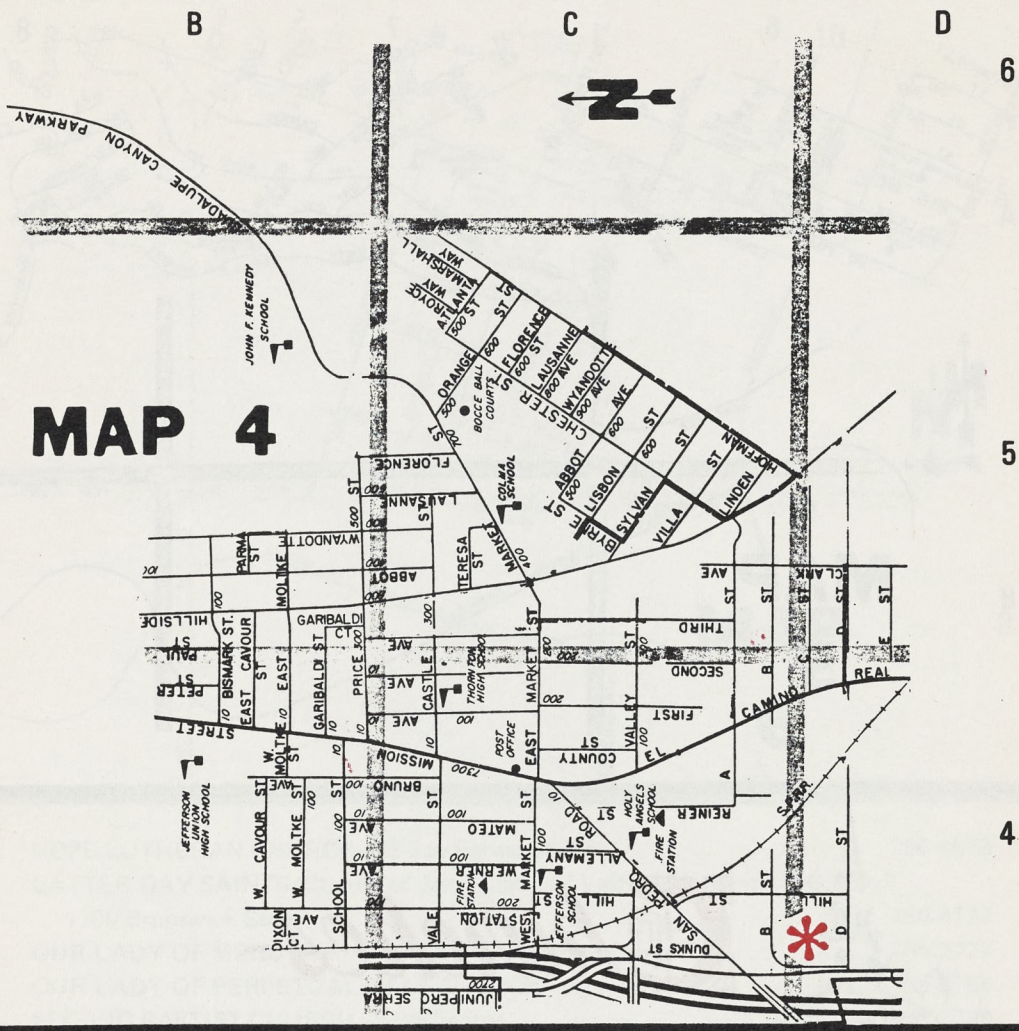

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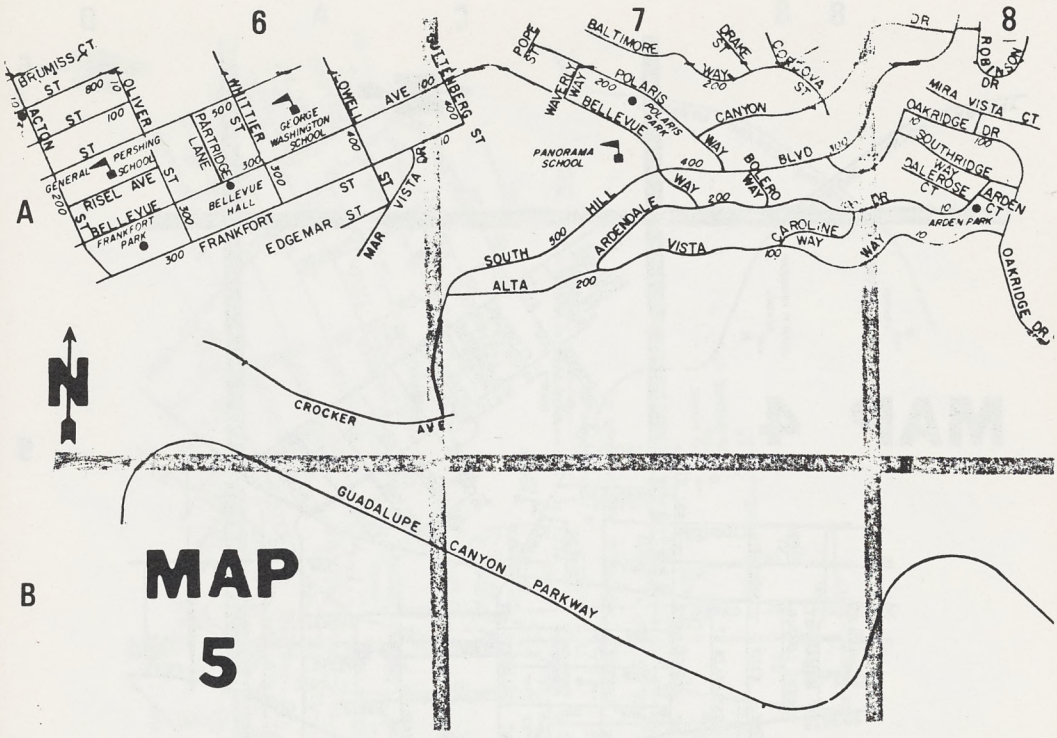
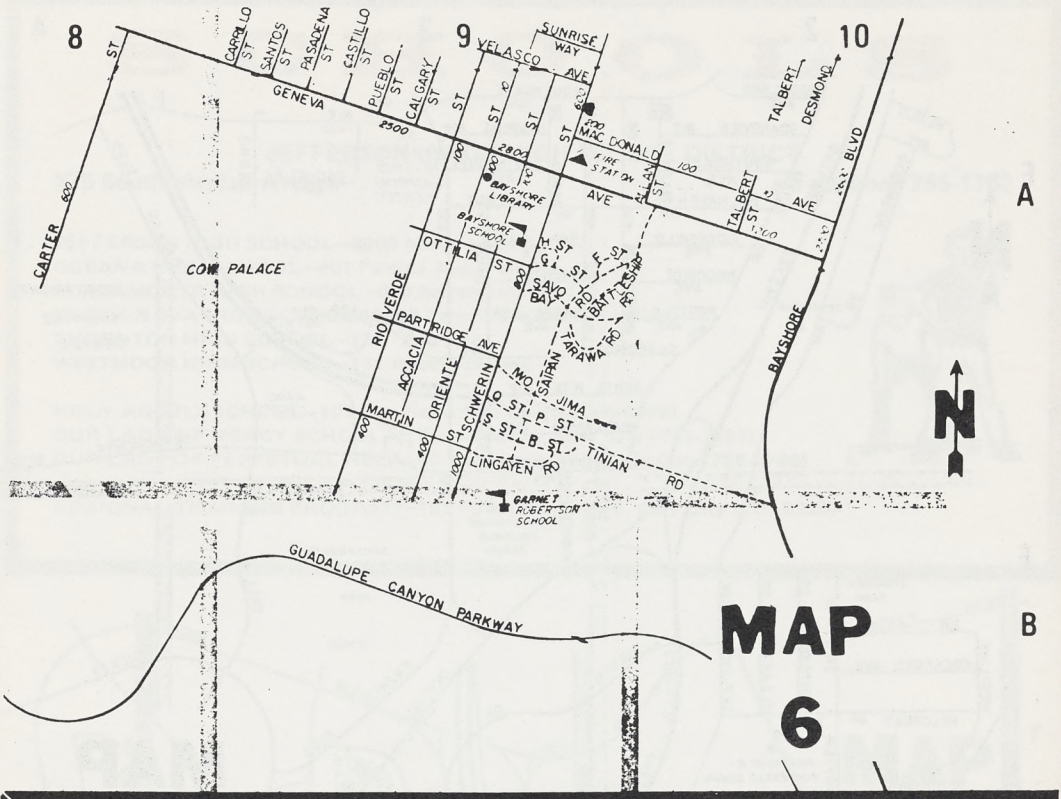


Churches

MINISTERIAL ASSOCIATION

Rev. Robert J. Current
President 992-9114

BROADMOOR CHURCH OF THE NAZARENE—1595 Edgeworth 755-8532
BROADMOOR PRESBYTERIAN CHURCH—377 - 87th Street 755-0597
CALVARY CROSS CHURCH—205 San Fernando Way 756-4336
CALVARY HILL MISSIONARY BAPTIST—101 Vista Grande 756-5100
CONGREGATION B'NAI ISRAEL CONSERVATIVE 756-5430
FIRST BAPTIST CHURCH OF DALY CITY (Southern Baptist) 992-0680
GRACE CHAPEL—100 Los Banos 756-8930
GRACE PRESBYTERIAN CHURCH—515 Winchester Street 586-5681
HOLY ANGELS CHURCH—107 San Pedro Road 755-0478



HOPE LUTHERAN CHURCH—55 San Fernando Way 756-4673

LATTER DAY SAINTS (Church of Jesus Christ of Latter Day Saints, D.C. Ward)
1399 Brunswick Street 756-4723

OUR LADY OF MERCY CHURCH—No. 1 Elmwood Drive 755-2727

OUR LADY OF PERPETUAL HELP CHURCH—60 Wellington 755-9786

SECOND BAPTIST CHURCH—5 Wellington 992-5398

ST. ANDREW'S ROMAN CATHOLIC CHURCH—1 Ridgefield Ave. 756-3330

ST. LUKE C.M.E. CHURCH—1006 Hanover Street 586-1932

ST. MARTIN'S EPISCOPAL CHURCH—777 Southgate Ave. 756-6232

TEMPLE JUDEA—625 Brotherhood Way, S.F. 586-8833

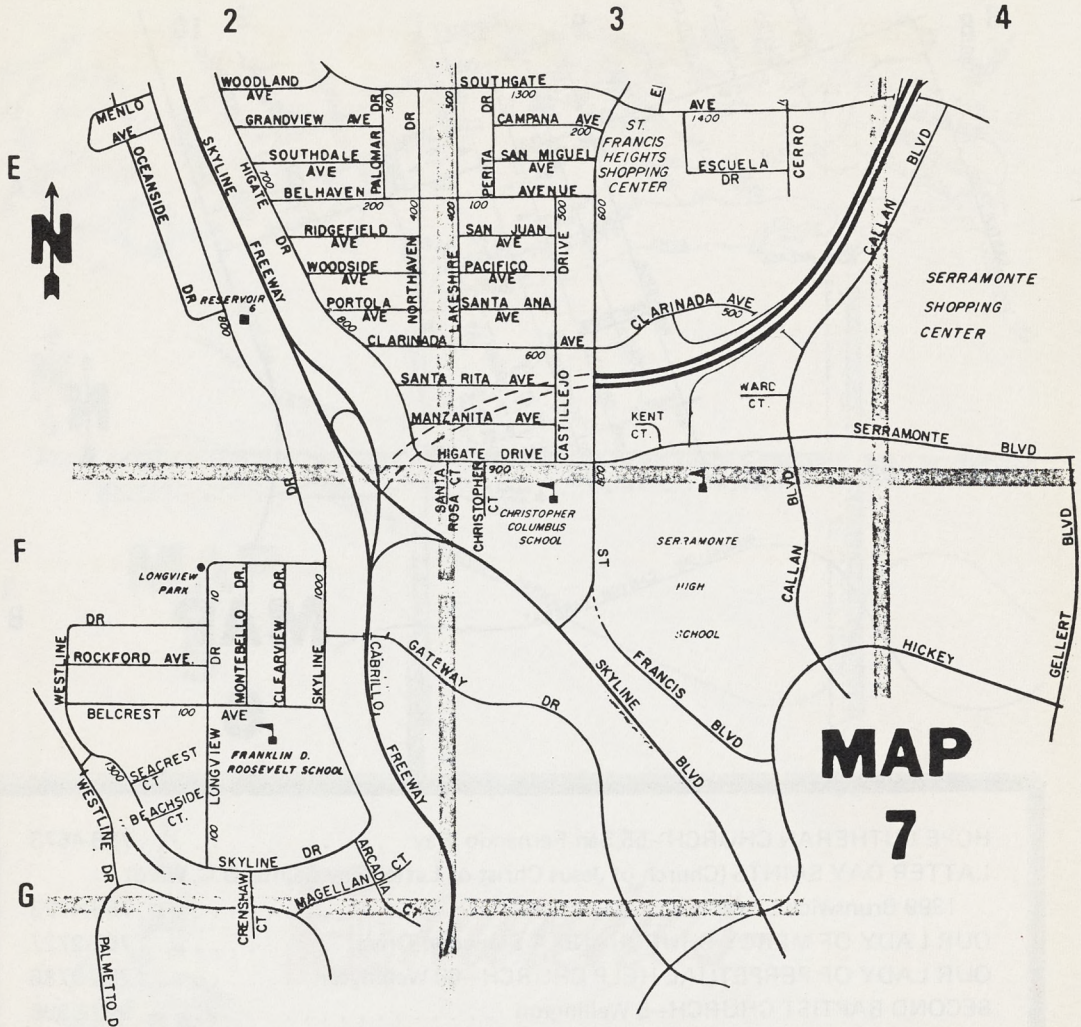
UNITED METHODIST CHURCH of DALY CITY—1474 Southgate Ave. 992-5530

WESTLAKE COMMUNITY BAPTIST CHURCH
Elmwood at Southgate Ave. 756-5400

WESTLAKE LUTHERAN CHURCH
222 Avalon Dr. 755-5598

WESTLAKE SOUTHERN BAPTIST CHURCH
90 Northridge Drive 755-2018

Churches



SCHOOLS

JEFFERSON ELEMENTARY SCHOOL DISTRICT

101 Lincoln Avenue **Telephone 992-1000**

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BENJAMIN FRANKLIN—700 Stewart Ave., Colma
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COLMA INTERMEDIATE—550 East Market St.
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DANIEL WEBSTER—425 El Dorado Dr.
FERNANDO RIVERA—101 Lake Merced Blvd.
FRANKLIN D. ROOSEVELT—1200 Skyline Dr.
GARDEN VILLAGE—208 Garden Ln.
GENERAL PERSHING—631 Hanover St.
GEORGE WASHINGTON—251 Whittier St.
JEFFERSON—14 Allemany St.
JOHN F. KENNEDY—1101 East Market St.
M. PAULINE BROWN—305 Eastmoor Ave.
OLYMPIA—200 Northgate Ave.
THOMAS EDISON—1255 Southgate Ave.
VISTA GRANDE—50 Florence St.
VISTA MAR—725 Southgate Ave.
WESTLAKE—80 Fieldcrest Dr.
WOODROW WILSON—43 Miriam St.

SCHOOLS

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375 South Mayfair Avenue **Telephone 755-1162**

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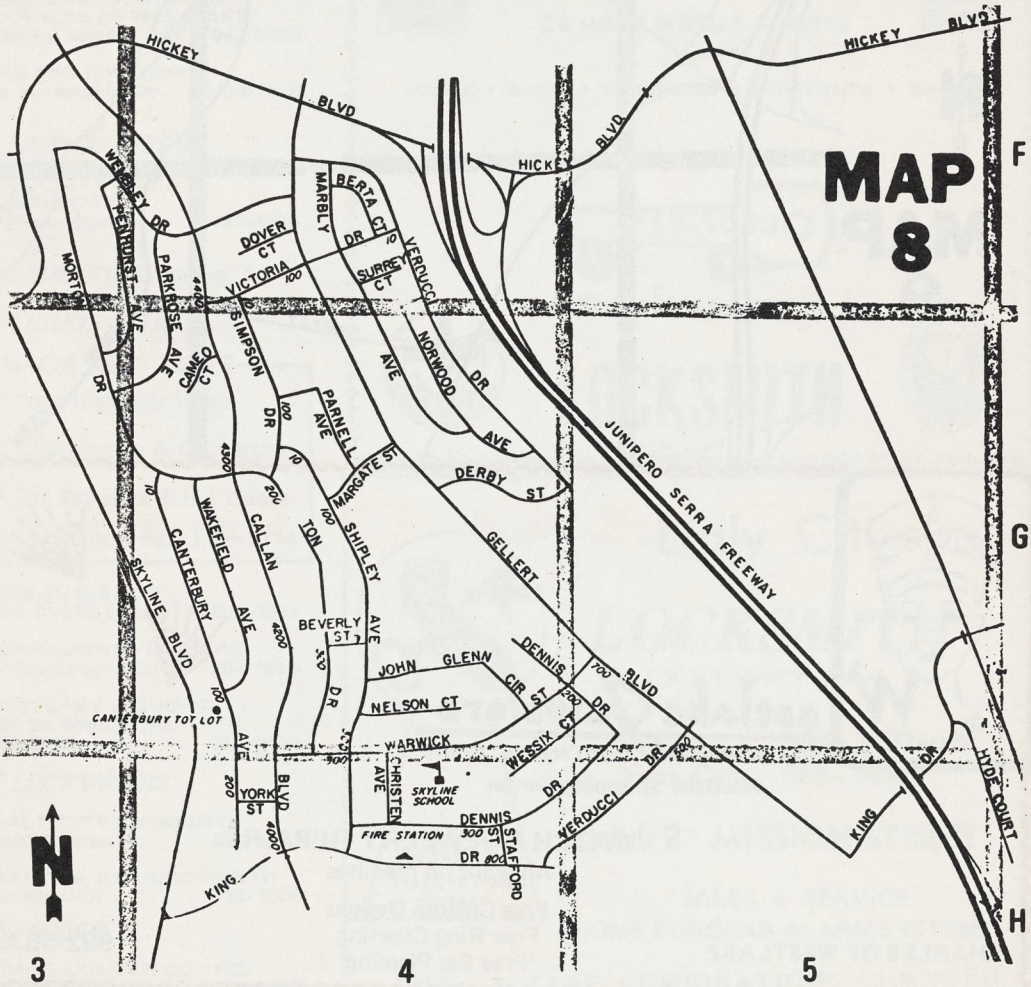
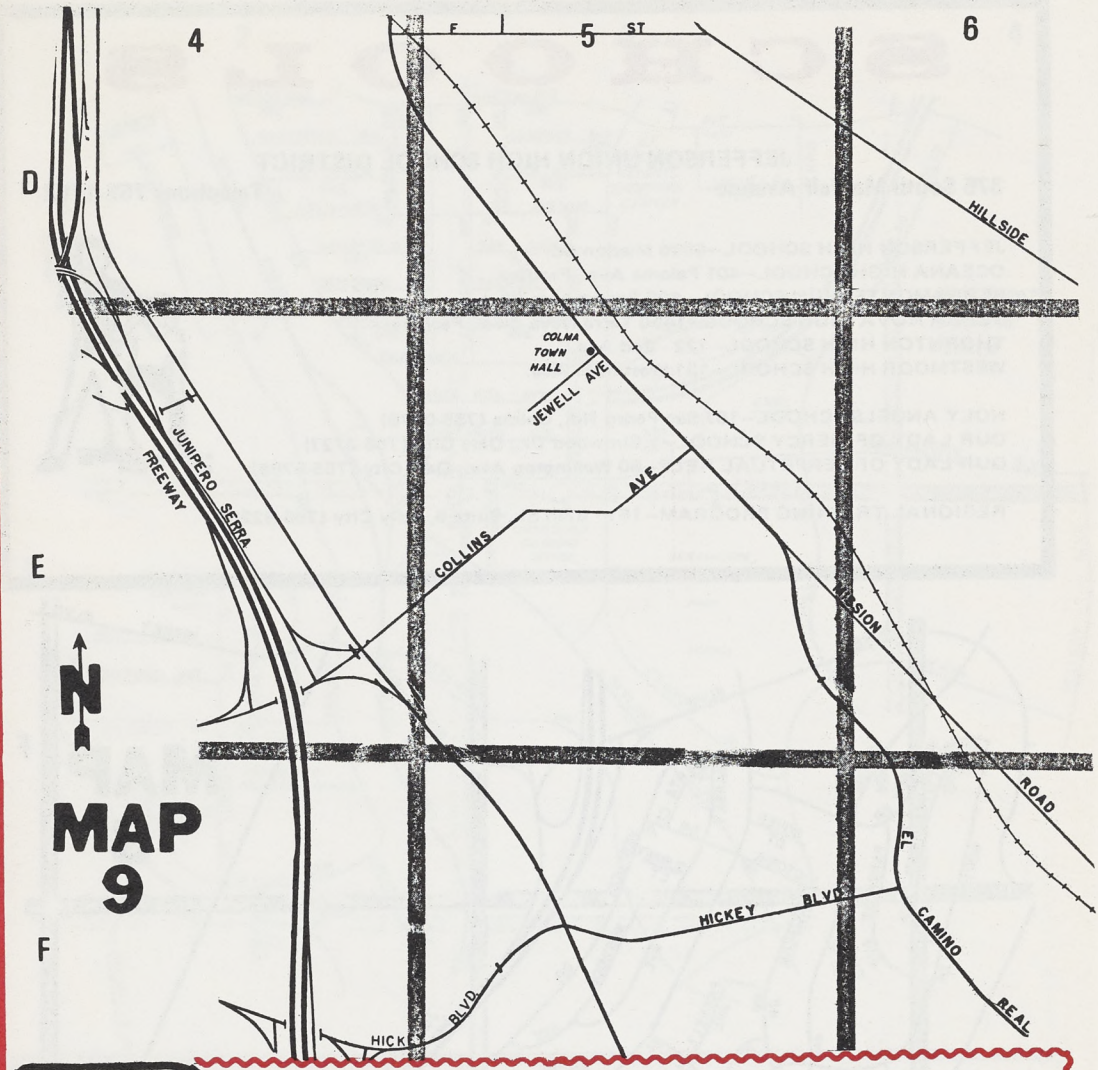
OCEANA HIGH SCHOOL—401 Paloma Ave., Pacifica
SERRAMONTE HIGH SCHOOL—699 Serramonte Blvd.
TERRA NOVA HIGH SCHOOL—1450 Terra Nova Blvd., Pacifica
THORNTON HIGH SCHOOL—122 - 2nd Ave.
WESTMOOR HIGH SCHOOL—131 Westmoor Ave.

HOLY ANGELS SCHOOL—107 San Pedro Rd., Colma (755-0478)
OUR LADY OF MERCY SCHOOL—1 Elmwood Dr., Daly City (755-2727)
OUR LADY OF PERPETUAL HELP—80 Wellington Ave., Daly City (755-9786)

REGIONAL TRAINING PROGRAM—151 - 87th St., Suite 6, Daly City (755-8225)





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GRAY & RED BUILDING MAINTENANCE
82 Westlawn Av. 992-3060

J.S. BUILDING MAINTENANCE & CARPET CLEANING SERV.
992-4556

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KAY JEWELERS
Westlake Ct. 756-6404

WESTLAKE JEWELERS
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WOLFFS JEWELERS
15 Serramonte Ctr. 994-1950

- *LAWNMOWERS*

DALY CITY SAW & LAWNMOWER
7 Washington St. 755-4935

- *LIBRARIES - see pg. 1*

- *LIQUOR STORES*

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* Beer Liquor & Wine
* Champagne & Glassware
* Bar Supplies & Ice Cubes
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THE JUG SHOP
230 Skyline Plaza 992-4884

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84 Serramonte Ctr. 994-1510

WESTLAKE LIQUORS
309 So. Mayfair Av.
755-8900 755-4900

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Meat 992-5250
Produce 992-3424

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Grocery 755-0400
Meat 755-8775
Produce 756-1400
Liquor 755-8510
Fish & Poultry 755-1547
Pizza 755-7250

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301 Miriam St. 755-9948

• *MATERNITY SHOPS*

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7 Westlake Mall 756-4119

CAROUSEL MATERNITY FASHION
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• *MEN'S CLOTHING*

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36 Westlake Mall 755-9487

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Serramonte 994-1700

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SEE PAGE 55 FOR VALUABLE COUPONS

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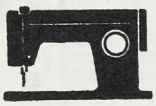
755-0605  **94014**

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755-0556 992-3067

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SEE PAGE 55
FOR VALUABLE COUPON

EXTRA MAPS AVAILABLE

• *SHOPPING CENTERS*

For Shopping Center Locations - See Map Center of Directory

ALEC SHOP. CTR. —*— Map 4
BROADMOOR - No.5 - Map 1
SERRAMONTE - No.4 - Map 2
SKYLINE PL. - No.2 - Map 7
ST. FRANCIS - No.3 - Map 7
WESTLAKE - No. 1 - Map 1

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SERRAMONTE CENTER
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(See Our Feature Ad
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- *TAXI-see Cabs*
- *TELEVISION- Sales & Service*

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JOHN'S TV SERVICE
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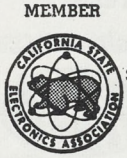

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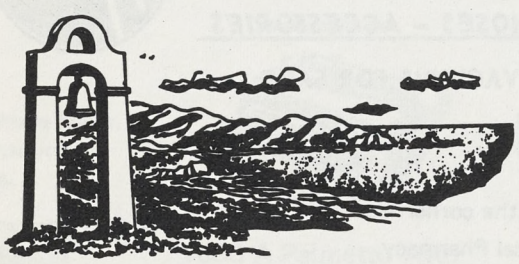

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Page 6

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• *VETERINARIANS*-see index pg. 4

• *WALLPAPER-see also Paper Hanging*

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• *YARDAGE- see FABRICS*

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PROFESSIONAL PAGE CONT.

(CONTINUED FROM PAGE 42)

• *PHYSICIANS (cont'd.)*

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Diseases of the Skin
48 Park Plaza Dr. 992-1920

HOWELL, EDW. J.
101 Wellington Av. 587-3427

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Suite 329 755-8394

KREISS, RUTH, M.D.
Obstetrics & Gynecology
4141 Geary S.F. 752-5487
Daly City 756-2726

LONG, ALBERT E., M.D.
Obstetrics & Gynecology
48 Park Plaza Dr.
Sutte 338 756-2404

MARQUEZ, ALFRED A., M.D.
Junipero Serra Med Center
191 Hill St., Colma 992-1400

MENSOR, M.C., M.D.
25 San Fernando Wy. 992-4777

McCARTY, KEVIN J., M.D.
66 San Pedro Rd. 756-0335

PAOLI, THEODORE H.
CALDAROLA, THOMAS J., M.D.
7080 Mission St. 755-0919

REYNOLDS, RICHARD D..M.D.
25 San Fernando Wy. 7755-5886

ROTH, HARRY L., M.D.
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SCHNEIDER, F.RICHARD M.D.
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SHANLEY, F.D., M.D.
Ear, Nose & Throat
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Suite 220 755-9233

SHIMM, STEPHEN J.
Psychiatry
50 Skyline Plaza 756-6933

TERRIS, CHARLES Z.,M.D.
General Practice
Westlake Medical Bldg.
48 Park Plaza Dr. 755-1531

TORASSA, GEO. L., M.D.
25 San Fernando Wy. 755-5886

WEILL, CHAS C.
48 Park Plaza Dr. 755-3200

WHEELER, NORMAN V., M.D.
48 Park Plaza Dr. 756-2404

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CONNOLLY, JOHN M.
Westlake Medical Bldg.
48 Park Plaza Dr. 756-1631
4200 - 18th St. S.F. 861-4979
(Market-Castro District)

ERRICO, FRANK A.
Westlake Medical Bldg.
48 Park Plaza Dr. 755-7872
5153 Mission St. 587-7837
Corner Geneva & Mission

LAVIGNA, RONALD M.
Daly City Physicians Bldg.
6397 Mission St. 756-8194

WEINGARTNER, ROGER D.
Westlake Medical Bldg.
48 Park Plaza Dr. 755-7872
5153 Mission St. 587-7837
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BARNETT, DAVID R.
237 E. Camino Rd. 756-1753

McINTYRE, T.M.
CAT & DOG HOSPITAL
1983 Junipero Serra 755-0969

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